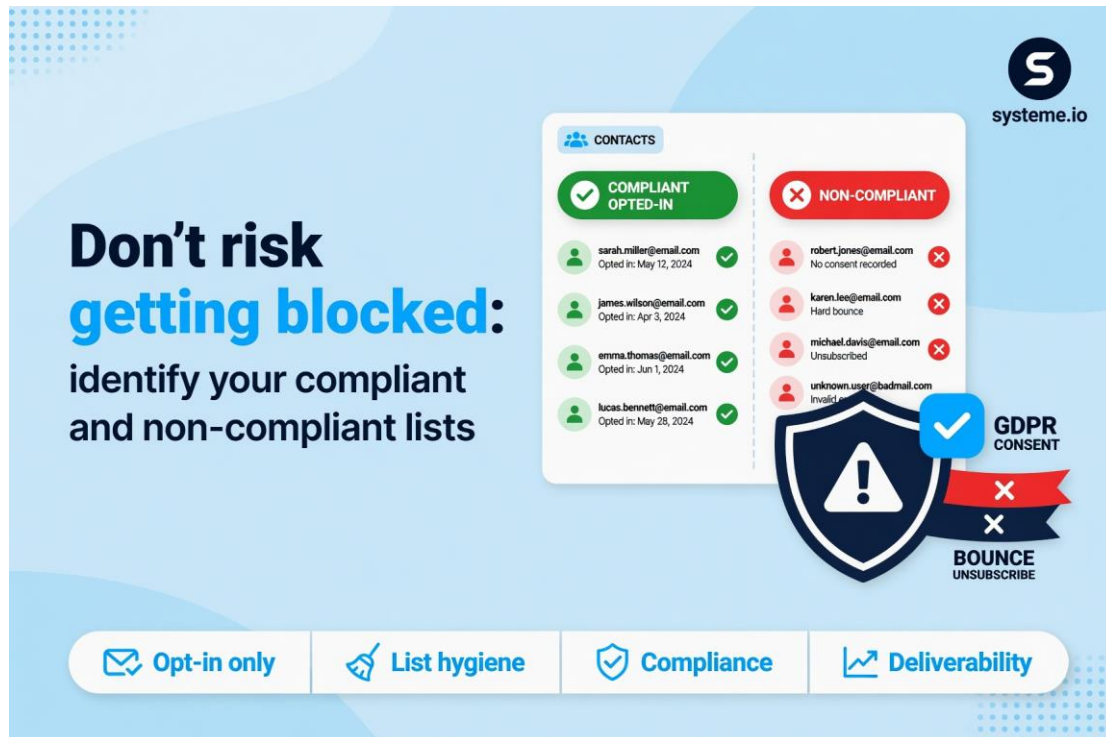


Don't Risk Getting Blocked: Identify Your Compliant and Non-Compliant Lists



Introduction

Your contact list is the foundation of email marketing on systeme.io. Help article **11009** explains how to tell **compliant** lists (safe to use) from **non-compliant** lists (illegal on the platform and dangerous for deliverability). Importing the wrong data is one of the fastest paths to **paused sending**, **pool downgrade**, or **account restriction**.

systeme.io monitors **list origin**, **address quality**, and **sending domain health** after imports ([227](#)). A short audit *before* you upload a CSV saves weeks of deliverability damage.

Compliant vs Non-Compliant (11009)

Type	Definition	May you email them?
Compliant	People who explicitly	Yes —if they are still Active

	consented to your emails (form opt-in, confirmed double opt-in, or equivalent documented permission).	and not unsubscribed.
Gray / conditional	Past clients, event attendees, or old leads without clear marketing consent.	Not yet —run a permission campaign or opt-in form first; do not bulk-import as newsletter subscribers.
Non-compliant	Purchased lists, scraped emails, borrowed lists, or addresses with no opt-in proof .	Never —prohibited on systeme.io (227, 363).

How to Recognize a Compliant List

A list is **compliant** when you can answer **yes** to most of these:

- Contacts joined via **your** systeme.io funnel, form, or blog opt-in (with optional **double opt-in**).
- You exported them from a **previous ESP** where they had already subscribed to **your** brand.
- You can show **proof of consent** (timestamp, form name, IP, or export logs) if support asks (4346, 4345).
- Statuses in the CSV match reality: **subscribed** vs **unsubscribed**—import unsubscribes so they stay suppressed (4345).
- Addresses were **engaged recently** (opened/clicked in the last 30–90 days) if migrating a large file.
- No duplicates, obvious typos, or disposable domains after cleaning (4346).

Compliant import path: CRM → **Contacts** → **Import contacts** ([238](#)), map columns, tag the batch (e.g. migrated-mailchimp-2026) for traceability.

Red Flags: Non-Compliant Lists

Do not import if any of the following apply:

- You **bought** or **rented** the list from a vendor.
- Emails were **scraped** from websites, LinkedIn, directories, or events without opt-in.
- Someone **gave you** their list (“use my contacts”)—consent is **per sender**, not transferable.
- Contacts from a **giveaway** or contest never agreed to **your** ongoing marketing.
- You plan to **reactivate unsubscribed** or long-inactive users without a new opt-in.

- The file is huge, sudden, and has **no engagement history**—typical of cold or purchased data.

Platform rule (227): Purchased lists, internet-harvested lists, and lists without explicit consent are **strictly prohibited**.

Pre-Import Audit Checklist

1. **Segment sources**—split “form opt-ins,” “customers (transactional only),” and “unknown origin.”
2. **Export only subscribed** rows from your old tool; exclude hard bounces and complainers.
3. **Verify emails** with a validation service if the list is old (4346).
4. **Store consent evidence** outside systeme.io (screenshots, ESP audit logs, GDPR records).
5. **Tag imports** by source and date so you can delete a bad batch quickly.
6. **Delay automation** on first import—avoid blasting a cold migrated segment on day one ([4247](#)).
7. **Review CRM filters** after import: **Active**, **Unsubscribed**, **Bounced** ([139](#)).

Gray Area: Past Clients & Old Leads

Having done business with someone does **not** automatically mean they opted in to your newsletter (GDPR/CAN-SPAM). Safe pattern:

- Import with tag past-client-no-newsletter **only if** you will not email marketing until they opt in.
- Send a **one-to-one or small permission email** with a link to a systeme.io form; workflow: submit form → remove gray tag → add newsletter-subscriber.
- Never add them directly to a broadcast list without that click.

What systeme.io Checks After Import

When you import, sending may be **temporarily paused** while the platform reviews (227):

- **List origin**—how contacts were obtained.
- **Email quality**—invalid rows, bounce risk, complaint patterns.
- **Domain condition**—authentication and reputation of your sending domain.

Validation protects **all users** on shared infrastructure. High invalid rows can **freeze** the account until you clean up. High complaints can lead to **blocking**.

Ongoing metrics assign your account to a **sending pool** (open, spam, bounce thresholds)—see [4472](#).

If You Ignore Compliance

- **Emails not sent** or import review delays (227).
- **Spam rate** and **bounces** push you into moderate/high-risk or quarantine pools (4472).
- **Account restriction**: opt-ins and payments can stop; no new imports via forms, API, or manual add (1086).
- **Legal exposure**: GDPR/CAN-SPAM fines and blacklist damage beyond systeme.io.

Deliverability articles: [363](#), [10452](#).

Clean Lists Already Inside systeme.io

If you previously imported questionable data:

1. Filter **Contact state** → delete **Unsubscribed** and **Bounced** you no longer need.
2. Remove tags tied to bad imports; delete non-engaged contacts (139).
3. Stop campaigns to low-engagement segments; run [re-engagement](#) or sunset rules.
4. Protect forms with [list-bombing prevention](#).

Frequently Asked Questions

What counts as compliant?

Explicit opt-in to your emails, with proof if requested.

Are purchased B2B lists allowed?

No—non-compliant and prohibited.

Why paused sending after import?

List verification—normal protective step (227).

Import unsubscribes?

Yes—they stay unsubscribed; do not mail them.

Worst-case platform outcome?

Restriction—blocked growth and sending until resolved (1086).

Related Resources

- [Essential Steps to Import Contacts Successfully](#)
- [How to Migrate Without Hurting Your Email Deliverability](#)
- [What Happens When My Account Gets Restricted](#)
- [How to Improve Your Email Deliverability](#)

On [systeme.io](#), **permission beats size**. Identify compliant segments, quarantine gray areas, and delete non-compliant data *before* import—so your account stays active and your mail stays in the inbox (11009).

Last updated: July 4, 2026